



IN THE CLAIMS

--1. (Currently Amended) An information transmitting method for transmitting program guide information ~~comprising program information, distribution information including commercial information and address information that enables access from a server through a network to detailed information corresponding to said distribution information~~, said method comprising the steps of:

processing commercial information which corresponds to said program guide information and which is automatically displayed for a single program column or a plurality of program columns in sequence on a program guide screen in a receiver and is transmitted together with said program guide information; ~~and~~

~~accessing from said server through said network using said address information, said detailed information corresponding to said distribution information;~~

wherein said commercial information is transmitted in accordance with address information comprising said commercial information ~~and associated detailed information~~ when a cursor is moved onto a program column of said program guide screen; and

selectively picking program content data from a plurality of program content regions to create said program guide screen;

wherein said program guide screen is permitted to simultaneously include said commercial information and detailed information of one or more desired commercials.--

--2. (Original) The information transmitting method according to claim 1, wherein said commercial information includes at least image data. --

--3. (Original) The information transmitting method according to claim 2, wherein said commercial information further includes sound data. --

--4. (Original) The information transmitting method according to claim 1, wherein said commercial information further includes address information of a computer which provides the detailed information of said commercial. --

--5. (Original) The information transmitting method according to claim 1, wherein said program guide information is composed of a plurality of hierarchy in accordance with the data size, wherein the first hierarchy having a small amount of data includes identification information for identifying said commercial information and the second hierarchy having a large amount of data includes identification information for identifying said commercial information and the actual commercial information. --

--6. (Currently Amended) A receiving apparatus for receiving a broadcasting signal including commercial information and electronic program guide information, ~~said electronic program guide information comprising program information, distribution information including commercial information and address information that enables access from a server through a network to detailed information corresponding to said distribution information,~~ said receiving apparatus comprising:

separating ~~means~~ section for separating said program guide information from the received broadcasting signal;

~~processing means~~ processor for displaying commercial information in a part of a display area and an electronic program guide screen including program columns corresponding to a plurality of programs based on the separated electronic program guide information; ~~and~~

~~communication means operable to access from said server through said network using said address information, said detailed information corresponding to said distribution information;~~

wherein said ~~processing means~~ processor performs display processing to automatically display for a single program column or a plurality of program columns in sequence a plurality of commercial information ~~and associated detailed information~~ in said part of the display area on said electronic program guide screen; and

program guide processing means for selectively picking program content data from a plurality of program content regions to create said program guide screen;

wherein said program guide screen is permitted to simultaneously include said commercial information and detailed information of one or more desired commercials.--

--7. (Currently Amended) The receiving apparatus according to claim 6, comprising:

specifying means for specifying a commercial information displayed on a part of said program guide screen; and

communication means for communicating with an external computer through a computer network, wherein

said ~~processing means~~ processor picks up the detailed information of said commercial information from the external computer through said communication means to

display the picked up detailed information, based on the address information included in said commercial information, when said commercial information is specified by said specifying means.--

--8. (Currently Amended) The receiving apparatus according to claim 6, wherein said ~~processing means~~ processor, when one program column is selected on said electronic program guide screen, performs display processing to display a program details screen showing in detail the program corresponding to the program column selected and to sequentially display plural items of commercial information included in the program in a part of the display area on said program details screen.--

--9. (Currently Amended) The receiving apparatus according to claim 8, wherein said ~~processing means~~ processor, when commercial information being displayed in said part of the display area on said program details screen is designated, performs display processing to display a commercial details screen showing in detail said designated commercial information.--

--10. (Currently Amended) The receiving apparatus according to claim 6, wherein said ~~processing means~~ processor, when commercial information being displayed in said part of the display area on said electronic program guide screen is designated, performs display processing to display a commercial details screen showing in detail said commercial information designated.--

--11. (Previously Presented) The receiving apparatus according to claim 6,  
wherein  
said commercial information is commercial information of sponsors for providing  
said programs.--

Claims 12-13. (Canceled)

--14. (Previously Presented) The receiving apparatus according to claim 6,  
wherein said commercial information includes at least image data.--

--15. (Previously Presented) The receiving apparatus according to claim 14,  
wherein said commercial information further includes audio data.--

--16. (Currently Amended) A receiving method, comprising the steps of:  
receiving a broadcasting signal including commercial information and electronic  
program guide information; ~~said electronic program guide information comprising program  
information, distribution information including commercial information and address information  
that enables access from a server through a network to detailed information corresponding to said  
distribution information;~~  
separating said electronic program guide information from the broadcasting signal  
received;

displaying commercial information in a part of a display area and an electronic program guide screen having program columns corresponding to a plurality of programs on the basis of the separated electronic program guide information;

~~accessing from said server through said network using said address information,  
said detailed information corresponding to said distribution information;~~

moving a cursor onto one program column on said electronic program guide screen being displayed; and

automatically displaying for a single program column or a plurality of program columns in sequence a plurality of said commercial information ~~and associated detailed information~~ included in the one program onto which the cursor has been moved, in said part of the display area on said electronic program guide screen; and

selectively picking program content data from a plurality of program content regions to create said program guide screen;

wherein said program guide screen is permitted to simultaneously include said commercial information and detailed information of one or more desired commercials.--

--17. (Previously Presented) The receiving method according to claim 16, wherein

when one program column is selected on said electronic program guide screen, a program details screen showing in detail the program corresponding to the program column selected, and plural items of commercial information included in the program are sequentially displayed in a part of the display area on said program details screen.--

--18. (Previously Presented) The receiving method according to claim 17,  
wherein  
when commercial information being displayed in said part of the display area on  
said program details screen is designated, a commercial details screen showing in detail the  
designated commercial information is displayed.--

--19. (Previously Presented) The receiving method according to claim 16,  
wherein  
when commercial information being displayed in said part of the display area on  
said electronic program guide screen is designated, a commercial details screen showing in detail  
the designated commercial information is displayed.--

--20. (Previously Presented) The receiving method according to claim 16,  
wherein  
said commercial information is commercial information of sponsors for providing  
said programs.--

--21. (Previously Presented) The receiving method according to claim 16,  
wherein  
said commercial information includes address information of a computer on a  
computer network for providing detailed information of said commercials.--

--22. (Currently Amended) A broadcasting system, comprising:

a transmitting apparatus for transmitting a broadcasting signal including commercial information and electronic program guide information, ~~said electronic program guide information comprising program information, distribution information including commercial information and address information that enables access from a server through a network to detailed information corresponding to said distribution information;~~ and

a receiving apparatus for receiving said broadcasting signal separating said electronic program guide information from the broadcasting signal received, said receiving apparatus:

displaying commercial information in a part of a display area and an electronic program guide screen having program columns corresponding to a plurality of programs on the basis of the separated electronic program guide information;

~~accessing from said server through said network using said address information, said detailed information corresponding to said distribution information;~~

moving a cursor onto one program column on said electronic program guide screen being displayed; and

automatically displaying for a single program column or a plurality of program columns in sequence a plurality of said commercial information ~~and associated detailed information~~ included in the one program onto which the cursor has been moved, in said part of the display area on said electronic program guide screen; and

selectively picking program content data from a plurality of program content regions to create said program guide screen;



wherein said program guide screen is permitted to simultaneously include said commercial information and detailed information of one or more desired commercials.--

--23. (Previously Presented) The broadcasting system according to claim 22, wherein  
said commercial information is commercial information of sponsors for providing said programs.--

--24. (Previously Presented) The broadcasting system according to claim 22, wherein  
said commercial information includes address information of a computer on a computer network which provides detailed information of said commercials.--

--25. (Previously Presented) The broadcasting system according to claim 22, wherein said commercial information includes at least image data.--

--26. (Previously Presented) The broadcasting system according to claim 25, wherein said commercial information further includes audio data.--

--27. (Previously Presented) The information transmitting method according to claim 1, wherein when a cursor is moved onto one program column on said electronic program guide screen, display processing is performed to automatically display for a single program column or a plurality of program columns in sequence a plurality of commercial information

included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.--

--28. (Currently Amended) The receiving apparatus according to claim 6, wherein when a cursor is moved onto one program column on said electronic program guide screen, said ~~processing means~~ processor performs display processing to sequentially display a plurality of commercial information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.--

--29. (Previously Presented) The receiving method according to claim 16, wherein when a cursor is moved onto one program column on said electronic program guide screen, display processing is performed to sequentially display a plurality of commercial information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.--

--30. (Previously Presented) The broadcasting system according to claim 22, wherein when a cursor is moved onto one program column on said electronic program guide screen, display processing is performed to sequentially display a plurality of commercial information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.--